

# MEDICAL SCHOOL HOTLINE

## Continuing Medical Education at the John A. Burns School of Medicine

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*In 1993, the Medical School Hotline was founded by Satoru Izutsu PhD (former vice-dean UH JABSOM), it is a monthly column from the University of Hawai'i John A. Burns School of Medicine and is edited by Kathleen Kihmm Connolly PhD; HJMPH Contributing Editor.*

As the world of biological sciences advances with new techniques and innovations, and medical therapies, pharmaceuticals, and delivery of patient care evolve, the importance that physicians keep up-to-date is vital to ensuring the highest quality of care. Continuing Medical Education (CME) is a vehicle for lifelong learning and professional growth; it also provides physicians with a means to continue their medical education beyond medical school and residency. As such, CME is a requirement for the maintenance of medical licensing and certification, as well as specialty boards and membership in professional organizations.

As defined by the American Board of Medicine, Continuing Medical Education (CME) consists of educational activities for physicians to improve services for patients, the public, or the profession. Activities may include the maintenance or development, of knowledge, skills, professional performance, or relationships.<sup>1</sup> It is an expectation and requirement that the content of accredited CME be commercially unbiased, independent and objective information. CME activities must also be in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support<sup>TM</sup>, which is regulated by the Physician Payments Sunshine Act. Passed in 2010, this healthcare legislation increases the transparency of financial relationships between health care providers and pharmaceutical manufacturers.<sup>2</sup>

### Hawai'i Consortium for Continuing Medical Education

The Office of CME within the John A. Burns School of Medicine (JABSOM) is accredited as the Hawai'i Consortium for Continuing Medical Education (HCCME). Established in 1993 as a partnership between the Hawai'i Medical Association and JABSOM, the HCCME manages and administers the designation and awarding of educational activities for certified CME. In June 2016, the ACCME awarded the HCCME with Accreditation with Commendation for a period of six years. Commendation was awarded for demonstrating that the organization is a learning and change agent for physicians and patients. HCCME engages with the environment in support of physician learning and change, and is part of a system of quality improvement.<sup>3</sup> Evidence for this commendation can be found

in the 25% growth in CME activities for HCCME from 2014 to 2016, and an over 35% growth in the number of CME credit hours offered over that same period.

JABSOM's Office of CME is also responsible for the administration of the Hawai'i Medical Association's Continuing Medical Education Facilities Accreditation Committee (HMA FAC). As a state medical society accreditor recognized by the ACCME, the HMA FAC accredits hospital CME providers in Hawai'i, Guam, and American Samoa.

### CME Across Healthcare Disciplines

In Hawai'i, physicians are required to complete a minimum of 40 hours of *AMA PRA Category 1 Credits<sup>TM</sup>* for renewal of state medical license.<sup>4</sup> Additionally, American Board of Medical Specialties (ABMS) Board Certified physicians are required to meet ABMS standards for Maintenance of Certification (MOC). The MOC program is designed to ensure continuous learning, self-assessment, and clinical improvement among board-certified physicians. Increasingly, institutional CME providers are shaping quality, process, and practice improvement initiatives within programs that support MOC needs of physicians. For example, JABSOM's departments of medicine and surgery have incorporated MOC into select faculty development activities. Similarly, the department of pediatrics has initiated development of MOC CME this year for its faculty.

Hawai'i also requires licensed practical nurses, registered nurses, advanced practice registered nurses, psychologists, and social workers to complete continuing competency activities for license renewal. Similar requirements apply to pharmacists, physician assistants, and dentists. Although credit for CME can only be awarded to MDs and DOs, other health professionals are often able to apply their participation in CME activities towards their professional continuing education requirements. This is dependent on the activity's subject matter and its applicability to their area of practice.

Recognizing the value of a team-based approach to healthcare, JABSOM's Office of Medical Education hosts the Health Professions Education Conference biennially. The conference examines the intersection of faculty development, CME, and continuing professional development, while highlighting inter-

professional education (IPE). IPE is a term that refers to inclusive health education across disciplines that focus on collaboration and a team approach to patient care. Through the Area Health Education Center (AHEC), JABSOM also participates on the UHM IPE Committee along with the schools of Nursing and Dental Hygiene, Social Work, Public Health Studies, and College of Pharmacy.

### Types of CME

The practice of healthcare has grown increasingly complex and the role of the physician continues to evolve, as does the face of CME. In the not so recent past CME was predominantly presented in a didactic format and focused on the acquisition of knowledge. Activities were consisted largely of lectures, conferences, scholarly meetings, or enduring materials. Scientific presentations were provided by representatives of the pharmaceutical industry and device manufacturers, and were often held in hospitals and medical schools.

In 2017, the American Medical Association (AMA) and ACCME simplified and aligned their expectations for activities certified for *AMA PRA Category 1 Credit™*. The revisions reduced learning format requirements, which allow providers greater flexibility in their design and delivery of CME activities. CME is now widely accessible, and passive learning environments have evolved to dynamic methods of learning. Interactive technologies and web-based learning is pushing CME to more effective methods of transmitting medical education. Activities acceptable by AMA now range from live activities; faculty learning, which includes, journal-based, manuscript review, test-item writing performance improvement, internet point-of-care, and learning from teaching; and a broad category of “other” for blended or other formats that do not fit in an established category.<sup>5</sup>

Live activities occur at a specific time as scheduled by an accredited provider, with learners participating in person or remotely, such as teleconferences or live internet webinars. In contrast, journal-based CME and enduring material do not require a specific time or location for participation. This includes web-based CME courses, which facilitate flexibility, accessibility, and self-directed learning opportunities. Manuscript review activities involve participation in the critical review of an assigned journal manuscript during the pre-publication review process. CME credit is also available for physicians involved in test-item writing and the learning they gain in the development of examinations or peer-reviewed, self-assessment activities. Internet point-of-care learning is a specific type of self-directed online learning activity where clinical questions are researched and reflected upon via web-based searching.<sup>6</sup>

Learning from teaching CME is individualized and self-directed learning for clinical faculty involved in providing medical education to medical residents, fellows, and/or medical students. This type of CME activity is practice-based, and can include teaching, clinical, or research activities. Individuals identify a specific skill, knowledge, or area of expertise that is needed in order to provide clinical instruction. An individualized

learning project is developed, and documentation of completion and self-evaluation of performance is reported. The following are some examples.<sup>7</sup>

- Personal learning to teach an interactive skill-based workshop
- Learning to operate a new surgical device to facilitate training
- Self-assessing knowledge and skills training to improve teaching
- Learning new medical coding knowledge and strategies to facilitate educational seminars

### HCCME Supported CME

In accordance, JABSOM’s CME activities are no longer limited to didactic presentations. There are conferences that incorporate skills labs, shared patient presentations, utilization of audience response systems, webinar discussion groups, and the integration of simulation-based teaching. Most of the activities provided through HCCME are open to the physician community, other health professionals, and the general public. This is in addition to JABSOM’s faculty, residents and medical students. Activities include the following.

- Regularly scheduled series, such as grand rounds, lectures, journal clubs and clinical conferences, are held by JABSOM’s Departments of Geriatric Medicine, Medicine, Obstetrics, Gynecology, and Women’s Health, Pathology, Pediatrics, Psychiatry and Surgery, and the Office of Medical Education, at various locations on a monthly or weekly basis. Some offerings such as Hawai’i ECHO (Extension for Community Health Outcomes) discussion series for rural healthcare providers are also available online. (<https://www.echohawaii.org/the-program#echo>)
- Live courses and events include the Cross-Cultural Healthcare Conference, Healthcare Provider Education Conference, Native Hawaiian Health Conference, Hawai’i Addictions Conference, West Hawai’i Cancer Symposium, Women/Family Health Conference, Hawai’i to Zero HIV Cure and Prevention Efforts, Fundamentals of Critical Care Course, JABSOM Alumni activities, Hawai’i Physicians Workforce Summit, SimTiki simulation courses, and the Physician Leadership Academy of the Hawai’i Medical Association.
- Through its joint providership program, HCCME expands the availability of CME activities in Hawai’i by partnering with St. Francis Healthcare System, Rehabilitation Hospital of the Pacific, Pu’ulu Lapa’au Hawai’i Physician Health Program, Blood Bank of Hawai’i, Fertility Institute of Hawai’i, Shriner’s Hospital for Children, Mountain Pacific Quality Health, Hawai’i Dermatological Society, Hawai’i Neurological Society, Hawai’i Orthopaedic Association, and Hawai’i State Department of Health.

### Conclusion

Strategic planning at JABSOM’s Office of CME towards new criteria that was adopted for ACCME’s Accreditation with Commendation in 2016 is ongoing. The criteria encompass demonstration of performance in five areas: Promotes Team-based Education (eg, interprofessional teams engaged in planning); Addresses Public Health Priorities (eg, collaboration with other organizations to address health issues); Enhances Skills (eg,

CME to help communication skill); Demonstrates Educational Leadership (eg, professional development for CME team); and Achieves Outcomes (eg, demonstrated improvement).<sup>1</sup>

To address these and other CME issues JABSOM's dean, clinical chairs, and HCCME hold collaborative retreats biennially to provide updates on the status of HCCME, discuss national trends in CME, and to clarify the direction of CME at JABSOM. The last retreat was held in December 2017. Discussions and group breakout sessions included the following topics: recommendations to improve operations and business; academic partnerships that will broaden the reach and benefit of CME; new CME activities, products and services; and new joint providers and educational partners. It is HCCME's intention to maintain its status of Accreditation with Commendation when application for reaccreditation is made in 2022.

To consider the designation of CME for an upcoming activity, contact Brenda Wong: email [brendaw@hawaii.edu](mailto:brendaw@hawaii.edu); telephone (808) 692-0900; mailing address HCCME, 651 Ilalo Street, MEB 224, Honolulu, HI 96813.

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